

Arizona County Lodging Indicators															
County	Occupancy Rate			ADR			RevPAR			Room Demand			Room Supply		
	Oct 2006	Oct 2007	% Change	Oct 2006	Oct 2007	% Change	Oct 2006	Oct 2007	% Change	Oct 2006	Oct 2007	% Change	Oct 2006	Oct 2007	% Change
Apache County	66.4%	72.6%	9.3%	\$69.02	\$71.96	4.3%	\$45.84	\$52.25	14.0%	20,117	22,330	11.0%	30,287	30,752	1.5%
Cochise County	74.5%	68.1%	-8.6%	\$59.11	\$67.07	13.5%	\$44.02	\$45.66	3.7%	57,326	57,648	0.6%	76,973	84,692	10.0%
Coconino County	70.3%	72.5%	3.1%	\$75.25	\$81.65	8.5%	\$52.92	\$59.18	11.8%	230,142	236,336	2.7%	327,236	326,058	-0.4%
Gila County	70.1%	68.0%	-3.0%	\$69.38	\$76.98	11.0%	\$48.67	\$52.35	7.6%	23,375	22,664	-3.0%	33,325	33,325	0.0%
Graham County	81.0%	78.8%	-2.7%	\$66.91	\$75.78	13.3%	\$54.20	\$59.72	10.2%	9,467	9,210	-2.7%	11,687	11,687	0.0%
Greenlee County		N/A			N/A			N/A			N/A			N/A	
La Paz County		N/A			N/A			N/A			N/A			N/A	
Maricopa County	70.6%	70.2%	-0.6%	\$117.51	\$124.06	5.6%	\$82.95	\$87.07	5.0%	1,108,111	1,117,480	0.8%	1,569,747	1,592,222	1.4%
Mohave County	57.0%	59.6%	4.6%	\$73.34	\$72.24	-1.5%	\$41.79	\$43.09	3.1%	75,601	78,539	3.9%	132,680	131,688	-0.7%
Navajo County	67.4%	74.3%	10.2%	\$59.21	\$62.31	5.2%	\$39.93	\$46.32	16.0%	67,667	74,605	10.3%	100,347	100,347	0.0%
Pima County	67.4%	67.4%	0.0%	\$95.54	\$103.25	8.1%	\$64.41	\$69.58	8.0%	317,149	321,445	1.4%	470,425	476,966	1.4%
Pinal County	70.0%	63.1%	-9.9%	\$68.46	\$72.11	5.3%	\$47.95	\$45.50	-5.1%	30,637	28,478	-7.0%	43,741	45,136	3.2%
Santa Cruz County	68.7%	63.7%	-7.3%	\$68.53	\$73.21	6.8%	\$47.04	\$46.65	-0.8%	20,409	18,942	-7.2%	29,729	29,729	0.0%
Yavapai County	74.4%	72.6%	-2.4%	\$120.80	\$132.62	9.8%	\$89.90	\$96.32	7.1%	104,164	103,992	-0.2%	139,965	143,189	2.3%
Yuma County	77.3%	72.4%	-6.3%	\$71.66	\$75.26	5.0%	\$55.40	\$54.50	-1.6%	63,963	64,623	1.0%	82,739	89,249	7.9%

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	2006 YTD	2007 YTD	% Change	2006 YTD	2007 YTD	% Change	2006 YTD	2007 YTD	% Change	2006 YTD	2007 YTD	% Change	2006 YTD	2007 YTD	% Change
Apache County	60.3%	62.9%	4.3%	\$67.70	\$72.02	6.4%	\$40.85	\$45.28	10.8%	179,224	189,598	5.8%	297,008	301,568	1.5%
Cochise County	68.2%	74.9%	9.8%	\$57.17	\$63.07	10.3%	\$38.96	\$47.25	21.3%	519,298	600,478	15.6%	761,972	801,477	5.2%
Coconino County	68.0%	68.9%	2.8%	\$78.39	\$83.88	7.0%	\$52.49	\$57.82	10.2%	2,119,847	2,182,141	2.9%	3,165,994	3,165,851	0.0%
Gila County	66.6%	72.8%	9.3%	\$65.66	\$71.68	9.2%	\$43.74	\$52.16	19.3%	217,715	237,794	9.2%	326,800	326,800	0.0%
Graham County	72.5%	80.6%	11.2%	\$64.81	\$72.08	11.2%	\$46.97	\$58.12	23.7%	83,051	92,418	11.3%	114,608	114,608	0.0%
Greenlee County		N/A			N/A			N/A			N/A			N/A	
La Paz County		N/A			N/A			N/A			N/A			N/A	
Maricopa County	69.3%	68.5%	-1.2%	\$114.45	\$122.67	7.2%	\$79.26	\$83.98	6.0%	10,764,307	10,622,432	-1.3%	15,543,498	15,516,330	-0.2%
Mohave County	61.4%	59.3%	-3.4%	\$71.41	\$73.22	2.5%	\$43.87	\$43.44	-1.0%	791,752	766,121	-3.2%	1,288,716	1,291,392	0.2%
Navajo County	61.8%	65.9%	6.6%	\$60.34	\$63.27	4.9%	\$37.30	\$41.69	11.8%	608,357	648,517	6.6%	984,048	984,048	0.0%
Pima County	68.6%	68.3%	-0.4%	\$93.64	\$101.96	8.9%	\$64.28	\$69.65	8.4%	3,198,999	3,157,904	-1.3%	4,660,015	4,622,913	-0.8%
Pinal County	66.9%	66.2%	-1.0%	\$70.16	\$75.90	8.2%	\$46.94	\$50.23	7.0%	286,990	292,948	2.1%	428,944	442,624	3.2%
Santa Cruz County	70.0%	71.1%	1.6%	\$66.63	\$72.03	8.1%	\$46.66	\$51.22	9.8%	198,659	207,299	4.3%	283,684	291,536	2.8%
Yavapai County	69.8%	69.4%	-0.6%	\$111.53	\$122.12	9.5%	\$77.80	\$84.72	8.9%	955,631	957,784	0.2%	1,369,969	1,380,508	0.8%
Yuma County	72.7%	68.7%	-5.5%	\$71.46	\$77.21	8.0%	\$51.97	\$53.02	2.0%	590,051	572,928	-2.9%	811,376	834,356	2.8%

n/a= not available

* % change compared to last year

Source: Smith Travel Research- The information contained in this report is based upon independent surveys and research from sources considered reliable but no representation is made